

# The sum of all the senses - words are still critical in a visual medium

The BMW ad for the z4 is a great example of words conjuring up a tactile experience for the reader or listener.

 By [Richard Clarke](#) 21 Aug 2003

The car becomes something tangible that can be touched even though it isn't actually there.

That steering wheel is in the readers' hands and the driving experience is real. I am not a BMW fan but the ad grabbed me and forced me to confront and live the z4 driving experience.

Words can be an underrated factor in visual mediums but they can augment and even drive the effect on the senses.

The copy in this ad is the driving factor and in fact could drive the ad even if the words were on a blank sheet of paper with just z4 and the BMW logo.

Allowing words to stand-alone without pictures in an ad can be a method of testing the potency of the copy.

The funny thing about these words is that there is nothing earth shattering about the combination of these words together. Simplicity is the overriding factor in great ideas and simple ads can connect quickly in the target's mind.

## ABOUT RICHARD CLARKE

Richard Clarke founded Just Ideas, an ideas factory and implementation unit. He specialises in spotting opportunities, building ideas and watching them fly. Richard is also a freelance writer.  
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